

ABSTRACT

In a method for delivering information to a person accessing a banner website from a terminal located remote from the source of the banner website the terminal has an associated display upon which the content of the website is visually perceived by a person using the terminal and a cursor whose position is controllable by the person. The method includes providing initial signals from the source of the website or from another remote source when the website is accessed by the person to establish a banner area on the display, the banner area including banner information that is visually perceivable by the person when the website is accessed and plural sub-areas of the banner area having respective associations with additional visually perceivable information. The person is enabled to select any one of the sub-areas of the banner area to provide a selected sub-area, whereupon the person is provided with a first display of the respective additional visually perceivable information associated with the selected sub-area to provide reassociated information. The associations between the additional visually perceivable information and the sub-areas are altered and a second display of the reassociated information is provided.